



Week ending issue: January 15, 2016 – Issue # 278

Policy

From the WIC Services Policy and Procedure Manual – 380.50 Evaluating Nutrition Education Materials

Selecting appropriate and useful nutrition education materials is an important priority of the WIC Program. Evaluation helps use limited budget and time wisely, ensure accurate nutrition information, and increases the effectiveness of nutrition education activities.

Evaluating materials is just one step in the process. The four-step process listed below is recommended to ensure that selected materials meet the needs of the target population.

Step	Action
1	Assess the needs of your target audience.
2	Evaluate the nutrition education material.
3	Pretest the materials with the target audience.
4	Use the materials effectively.

The Iowa EFNEP and WIC Programs developed two evaluation forms and several supporting documents. These materials describe the four-step process listed above and provide information about additional resources.

All nutrition education materials used in the Iowa WIC Program must be evaluated using these forms.

The state and contract agency WIC offices will be responsible for:

- Sharing results of any evaluations with contract agencies,
- Making recommendations for or against the use of specific materials, and
- Filing completed evaluation forms for reference.

Note: Contract agency personnel can request a second opinion from the state WIC office.

Plain & Simple is a health literacy project for Iowa that promotes using plain language in messages to create and promote health literacy. The Plain & Simple web pages on the Iowa

Department of Public Health website at http://www.idph.state.ia.us/health_literacy/default.asp provides information and access to resources for public health workers and partners to develop and evaluate client education materials and improve written messages about health issues for Iowans. Examples of information and resources available on the website include the following:

- Plain language guides,
- Readability calculators and formulas,
- Pictograms and graphics
- Searchable web-based medical dictionaries and encyclopedias,
- Education tools, and
- Tools for organizations

All materials must be free from product bias (i.e., product brand names in the text or illustrations). Specific examples follow:

- Breastfeeding education materials cannot have formula names in the text or illustrations.
- All materials provided to pregnant and breastfeeding women, regardless of the topic, must be free of formula names or pictures.

Exception

Product names or pictures are acceptable in materials providing recipes for WIC-approved foods because these foods are approved on a brand name basis.

Information

Participant Centered Services:

Things to think about when charting to stay participant focused:

What is mom's concern? What was discussed? What is mom's plan? What is the follow up?

Practicing for the move to Focus

When working in IWIN, instead of asking "Are you child's immunizations current?" try asking the question in one of the following ways:

"Can we look over (insert child's name here) shot record today?" **or**

"How do you feel about _____ getting routine immunizations?" **or**

"Do you have any concerns about _____ getting routine immunizations?" **or**

"When was the last time _____ got shots?"

Thank you of the Week:

"I was 18 years old when I first heard of the WIC program. In fact, the reason I heard of it, like many young moms, was because I was in trouble. I was young, single, fresh out of high school, scared, and, yes, pregnant. I was truly in need. Not only in need of financial assistance, but above all things, in need of sound advice and encouragement to make the right decisions for me and my unborn baby." – WIC Participant

eWIC Focus Update

With the change going to the calendar month, an infant's age and a 2 year old's age on the first day of the month will be used to determine what food package they receive. For example, if an infant turns 4 months on November 5th and they come in on November 10th, they would get a 0-3 month food package because they were not 4 months on November 1st. They would get the 4-5 month package starting on December 1st. This holds true for the 4, 6, 9, and 24 month milestone dates.

The one year old food package is dependent on when the child turns one year of age and when they come into clinic to receive benefits. For example, if an infant turns 1 on November 5th and comes into clinic on November 2nd, they would receive a 9-11 month food package because they are not yet one yet. If the child turns one year old on November 5th and comes into clinic on November 10th, they would receive child food package for November because they are one on November 10th.

The document titled "Rolling to Calendar" month on the WIC WebPortal discusses this process as well.

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Training

Educational Opportunity (CEU)

The Nutrition Services Branch in collaboration with UNC – Chapel Hill is pleased to announce that Module 1: Nutrition Assessment of the Pediatric Nutrition Course (PNC) will be offered again in 2016. This is an online, faculty guided, self-paced course of about 25 hours to be completed between January 19, 2016 and March 28, 2016. The goal of this course is to provide nutritionists with the knowledge and skills needed to improve the

nutritional health of the pediatric population. Module 1 is designed to improve knowledge and skills specifically in the area of nutrition assessment. It is ideal for new employees in public health nutrition, nutritionists who are new to pediatrics and those who want to broaden their pediatric knowledge base.

Module 1 Nutrition Assessment consists of the following six topics:

- Unit 1: Anthropometrics
- Unit 2: Biochemical
- Unit 3: Clinical
- Unit 4: Food and Nutrition History
- Unit 5: Eco Social Factors
- Unit 6: Psychosocial Factors

This course has been approved by the Commission on Dietetic Registration – Academy of Nutrition and Dietetics for 19 CPEUs - Level 1 for Registered Dietitians (RDs), Registered Dietitian Nutritionists (RDNs), Nutrition and Dietetics Technicians, Registered (NDTRs) and Dietetic Technicians, Registered (DTRs). For all others, 2.0 Continuing Education Units will be awarded from the Friday Center for Continuing Education at the University of North Carolina at Chapel Hill.

Fees: The course fee is \$50 for public health nutrition personnel in North Carolina Local Health Agencies and pediatric nutritionists in Children’s Developmental Services Agencies (CDSAs). The course fee is \$100 for all other applicants, including those who reside outside of the State of North Carolina. Enrollment is limited, and participants will be taken on a first-come, first-serve basis.

An orientation webinar is scheduled for Tuesday, January 12, 2016 from 11 am – 12 pm with fully enrolled students to provide an overview and demonstration of the online course. This live orientation webinar will be recorded for those who are unable to attend.

<p>January:</p> <p>NETC Webinar (Health Professional) – January 28, from 8:30-11:30</p> <p>NETC Webinar (Support Staff) Support Staff training will not be held in January.</p>
<p>March:</p> <p>No NETC this month</p>

May:

No NETC this month

July:

NETC Webinar (All new staff) – July 14, from 8:30-11:30

NETC Webinar (Health Professional) – July 21, from 8:30-11:30

NETC Webinar (Support Staff) – July 28, from 8:30-11:30

September:

NETC Webinar (All new staff) – September 15, from 8:30-11:30

NETC Webinar (Health Professional) – September 22, from 8:30-11:30

NETC Webinar (Support Staff) – September 29, from 8:30-11:30

November:

NETC Webinar (All new staff) – November 10, from 8:30-11:30

NETC Webinar (Health Professional) – November **16**, from 8:30-11:30

NETC Webinar (Support Staff) – November **17**, from 8:30-11:30

*****Please note the dates in November*****

Dates to Remember-

- Infant/Child Workshop- August 2, 2016
- WIC Contractor Meeting- August 30, 2016
- Communication and Rapport Workshop- October 26, 2016

Note: Due to state-wide rollout of eWIC the Breastfeeding and Maternal Core Workshops will not be held this year. Instead, CPA/Non CPA Health Professionals hired between March 2015 and March 2016 and any other CPA/Non CPA Health Professional who hasn't yet attended one (or both) of these workshops must complete the designated substitute module(s) found under Core Training Workshops on the Personnel section of the Training page on the WIC Web Portal. Before beginning the module(s) please see the "Preamble to the 2016 Breastfeeding and Prenatal & Postpartum Nutrition Modules" (also located on the web portal) for more information before starting the module(s).

Available Formula-

Product	Quantity	Expiration Date	Agency	Contact
Vivonex T.E.N.	60- 2.84 oz packets	11/2016	State WIC Office	Nicole Newman 515-281-4545
Nutramigen Toddler with Enflora LGG	20 - 12.6 oz Container	2/1/2016	Mid-Sioux Opportunity	Holly Svitak 712-786-3476
Peptamen Junior 1.5 Cal	114 – 250 ml containers	3 – 6/2016	HACAP	Angela Munson 319-366-7632
Enfaport	17 – 6 packs of 6 oz containers	4/1/16	HACAP	Angela Munson 319-366-7632
Powder Infant EleCare Amino Acid Based Infant Formula with Iron	5 – 14.1 oz cans	3/2017	North Iowa Community Action	Janelle Pansegrau 641-423-5044 x35
Complete Amino Acid Mix	1 can	10/21/2017	Mid-Iowa Community Action	Sierra Steven 515-232-9020, ext. 105

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- (1) Mail: U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
Washington, D.C. 20250-9410;
- (2) Fax: (202) 690-7442; or
- (3) Email: program.intake@usda.gov

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